

**DEVELOPMENT OF MODERN INTERNET TECHNOLOGIES IN THE
SPHERE OF MARKETING SERVICES**

Telnov Anatoly Serhiyovych

Doctor of Economics, professor of the Department of Marketing
Khmelnyskyi National University
Ukraine

Tretko Serhii Vitaliyovych

third (scientific) level graduate in the specialty "Marketing"
Khmelnyskyi National University
Ukraine

Abstract. The article analyzes the role of Internet technologies in the marketing activities of the enterprise. The components of Internet technologies are defined. The areas of Internet marketing development are highlighted. The advantages of using internet markets are justified marketing as a tool of marketing communications of the enterprise.

Keywords: marketing, marketing communications, Internet marketing, commercial activity of the enterprise, Internet technologies.

Introduction. Marketing as a tool of market business has undergone significant changes due to the innovative nature of the development of the digital economy. In the midst of transformational shifts and adaptation to the digital economy, the formation of a digital marketing paradigm is an auxiliary tool in helping enterprises and marketing specialists to use the latest technologies. The development of industry 4.0 with the growing influence of digitization and artificial intelligence technology leads to the transformation of the entire system of social relations, the creation of a global innovative and intellectual space. Therefore, digitalization (digitalization) of society is the latest trend in the development of the economy.

With the development of the Internet, significant changes are taking place in

the structure and mechanisms of organization and management of marketing components. The use of modern Internet technologies in the marketing activities of enterprises provides them with significant advantages in comparison with competitors and significantly increases the efficiency of their activities.

Materials and methods. The information economy characterizes the modern trend in the development of the world economy, which is connected with the growing role of the information industry and knowledge in the economic life of society.

In Ukraine, a digital society is being formed as such, which productively uses digital technologies for its own needs. The concept of digital society is one of the varieties of the theory of post-industrial society.

In a digital society, the production base is made up of informational means of production, and the actual product of consumption (therefore, also of production) is information services and goods, and the central factor in the structuring of society is information (digitalization, digitalization).

Effective implementation of marketing activities and the use of modern information technologies are integral components of the successful operation of the enterprise on the market. The integration of these factors became the basis for the emergence of a new direction of the modern marketing concept – Internet marketing.

The relevance of the use of Internet technologies in marketing activities was caused by the rapid development of the global Internet network, which accordingly affected a significant part of the business processes of enterprises. Scientists and practicing marketers highly appreciate the further possibilities of using Internet technologies as a means of communication and a new business environment.

Special importance is given to the conception acquires in the service sector when the process making a purchase decision is complicated by the features of the nature of services: immateriality, variability, inseparability from the person who provides the service and the impossibility of accumulation and one-on-one communication with the consumer can greatly smooth out the flaws these features and influence behavior [1].

Internet technologies are a set of methods methods and methods of storing,

processing and transmitting information in the Internet environment. In the applied sense, they mean a set of techniques, methods in relation to optimization of marketing activities enterprises in the virtual economic space to achieve the goals of enterprises in the service sector.

Results. Among Internet technologies in marketing promotion technologies can be distinguished in the Internet environment, work technologies in social networks, company image management technology, distribution in networks and others.

Using the Internet has advantages in compared to marketing based on traditional technologies:

- the transition of the key role from producers to consumers (the attention of buyers becomes the greatest value, and established relationships with customers – the main capital of enterprises);

- globalization of activities and reduction of transaction costs (change in the spatial and temporal scales of conducting commerce). The Internet is a global means of communication that has no territorial boundaries restrictions, while the cost of access to information does not depend on distance from it, in contrast to traditional means, where this dependence directly proportional;

- personalization of interaction and the transition to personal marketing with the help of means of electronic interaction, enterprises can receive detailed information about the requests of each individual customer and automatically provide corresponding products and services individual requirement);

- reduction of transformation costs (for due to the optimal selection of the structure of the product range, reduction of time for development and introduction of new products, justified pricing policy, reducing the number of intermediaries, sales costs).

Internet marketing is interactive - consumers are actively involved in many business processes (for example, participation in surveys, building the company's reputation, attracting new customers). In addition, clients can use the Internet service created by the company perform some important tasks, such as such as forming

orders, ordering calls, contacting online consultants [2].

Internet technologies in the marketing activities of enterprises perform the following functions:

- informational (conducting marketing research, obtaining commercial information through the use of e-mail newsletters, monitoring the behavior of visitors on the Internet through the use of relevant servers; exchange of information between market counterparties);

- communicative (campaign advertising and promotion of trademarks and brands, testing of new products with feedback from consumers, conducting PR campaigns; customer support);

- sales and logistics functions (sales through own online stores, online portals and marketplaces, sales through the websites of partner companies, sales through social network).

The main areas of introduction of Internet technologies in the activities of enterprises can be: B2B (business-to-business) business-business; B2C (business-to-consumer), business consumer; B2A (business-to-administration) business administration; C2A (consumer-to-administration) consumer-administration.

Internet marketing is composed from demand analysis and advertising. Advertising on the Internet is a series of measures to promote the Internet resource or product, information about which contains an Internet resource, in the global network and includes tools:

- search engine optimization (promotion);
- contextual advertising;
- media advertising;
- banner advertising;
- interactive advertising;
- email marketing;
- virtual marketing;
- hidden marketing.

The application of digital marketing involves its implementation on a more

institutional basis, aimed at deepening the image strategy of the enterprise, and not only at obtaining financial results.

Crowdfunding in the general context means requires collective financing or collective cooperation of people who volunteer pool their financial or other resources for support of other people or organizations. Crowdfunding originated as an idea of support and giving funding for creative projects and personalities (actors, singers, athletes, directors) and is used to provide financial assistance to victims, holding social or political actions, financing innovative projects (startups) or production of the newest product. Sometimes crowdfunding is considered a type of crowdsourcing.

Thus, crowdsourcing and crowdfunding - new relationship marketing tools, with the help of due to which there is a decrease in commercial risks of innovative products through involvement of consumers in creation processes, testing, financing and promotion of novelties.

Among the social media that can be used by enterprises in the implementation process concepts of crowdmarketing, such resources:

- social networks that are created specifically for users to interact with each other one;
- microblogs are a type of blogs, the main distinguishing feature of which is the possibility write only short messages in length up to 140 characters;
- photo and video services – sites where users users can share their photos and video files with the whole world;
- social tabs are sites that offer give users the ability to save links to interesting sites, share them with friends and get access to them from outside computers;
- social news are social sites news, where links to events, articles, images published on the Internet;
- podcasts are digital media or a number of such files that are distributed network for playback on portable media record players or personal computers;
- web forums where users discuss specific thematic issues;
- geosocial networks – social media that offer users the ability to use their mobile phones, smartphones or communicators to mark the places they are visit daily

or have visited once.

The aforementioned services are platforms for implementation of communication activities with the help of crowd technologies because users networks express their opinions, advise and answer questions about goods to other to the living Working with these resources creates appropriate perception of the product by other consumers people looking for information on the Internet.

Conclusions. Thus, the influence of Internet technologies on the marketing activities of the enterprise is constantly growing. It due to the fact that Internet technologies provide an opportunity to change the boundaries of markets (transition from local to international), the principles of competition and allow to reduce the costs of marketing company functions. Internet marketing is a popular way to attract consumers, positioning of the enterprise and establishment of communication with existing consumers. This direction is actively developing with everyone is becoming more and more popular every year, which is explained by significant advantages, a wide range of used tools and ease of assessment of the effectiveness of the conducted measures.

LIST OF REFERENCES

1. Reshetnikova I., Yeremenko Yu. Use of Internet technologies in the marketing of enterprises in the service sector / I. Reshetnikova, Yu. Yeremenko // Marketing in Ukraine. URL: <https://ir.kneu.edu.ua/server/api/core/bitstreams/587f0167-a4cf-4174-ac7a-419baec602bc/content>

2. Us M.I. Internet marketing as a tool of marketing communications and a component of the commercial activity of the enterprise / M.I. Us // Economy and society. – 2018. – Issue 15. – P. 482-488.